We trust that the enclosed
Four Sheets of Gummed Price Tickets
will prove of use.
Further supplies, 1/6 per doz. double sheets.

ROUSE'S

SPECIAL LINES

FOR

Retail Chemists.

ROUSE BROS.

(H. ROUSE MATTHEWS, PH.C., M.P.S.,)

MAKERS OF

Matthews's Cream, Rouse's Paste,
Levigated Ointments,
Cold Cream, &c.

PACKERS OF

Children's Powders, Seidlitz
Powders, Drugs, &c.,

61, CHARLOTTE STREET,

LONDON, W.

1927.

Tel. No.,
MUSEUM, 61.

ROUSE BROS.,

61, Charlotte Street, London, W.

This business was founded in 1815 in Wigmore Street by Robert Rouse, the grandfather of the present proprietor.

PRICES NET.

The prices are all net cash for the quantities named. Special quotations will be given for larger quantities.

CARRIAGE

Orders are sent Carriage Paid :

London and Suburbs	if above	10/-.
Up to 50 miles.....	,,	£1.
50 to 100 ,, ...	,,	£2.
100 to 200 ,, ...	,,	£3.
200 to 300 ,, ...	,,	£4.
Over 300 ,, ...	,,	£5.

£2 orders, under 11 lbs. weight, post free.

£2 orders, over 100 miles, 5% allowed towards cost of Carriage.

CASES FREE.

No charge is made for boxes, cases, and packing, so that our customers may not be troubled with returns.

OBTAINABLE THROUGH THE TRADE.

The Wholesale Houses stock many of our goods, and supply them at our prices, (net), or will obtain any odd line they may not have in stock.

REMITTANCES WITH SMALL ORDERS.

To avoid a multiplicity of small accounts, and much unnecessary book-keeping, kindly remit when ordering ; with larger orders please enclose references to two London Houses.

C.O.D. CHARGES.

On orders of £1 and over we pay C.O.D. charges, under £1 the charges are payable by the purchaser.

USE LIST TERMS.

To avoid errors and delay, kindly use the terms and numbers employed in this List.

NO NAME.

Except where specified the articles put up for Chemists' retail do not bear any name or trade mark.

RETAILER'S NAME AND ADDRESS can be printed on many of the packed lines. The terms vary with the quantity. Enquiries are invited.

Please note name, ROUSE BROS., and only address, CHARLOTTE STREET, LONDON, W.

Adhesive Plaster.

1½d., 4 by 5 inches ..... 10/6 per gross.

Alum, Powdered.

1½d. Boxes, 1 oz. size.....9/- per gross.

Aspirin Powders.

Each in printed wrapper bearing full directions for use.

Stock packing, 8 grains, 3/6 per gross box

Any weights packed to order.

Bandages, Rouse's.

Boxes of 25 Bandages ..... 3/4 per box.

White, Open Wove conforming to the requirements of the N.H.I. and B.P.C. Each wrapped in paper and fitted with safety pin;

5 each—1, 1½, 2, 2½, 3 inch.

4 yard lengths, except 1 inch—3 yards.

This Box will be found very convenient, it contains a useful assortment of widths, the bandages are of the kind most in request, and being in a box keep clean.

Bay Rum Ess.

Unequalled for economically making Bay Rum of fine quality, possessing that peculiar aroma which is so much appreciated by so considerable a section of the Public.

1 oz. for 1 pint .....2/- per bottle.
4 „ „ 4 pints .....7/6 „
16 „ „ 16 „ .....28/- „

We supply formulæ, and engraved labels for Bay Rum, B.R. and Cantharides, and B.R. and Quinine; and Show Card for Bay Rum. A cheap quality Bay Rum can be prepared with Industrial Spirit.

G. H. B., York, writes:—"I have now used your Preparations and Concentrations for over 7 years and consider them quite indispensable."

Bicarbonate of Soda.

1d, Boxes, 1 oz. size..... 8/– per gross.
1 oz. Packets, per 7 lb. box 2/6 each.
2 oz. „ per 7 lb. box 2/6 „

Prices for Retailer's name and address on each packet, as Epsom Salts (see page 14).

Bloom of Roses.

A harmless liquid for imparting colour to the complexion or lips.

6d. Bottles, ¼ oz..... 2/9 per doz.
1/- „ ½ oz..... 4/– „

With or without the prices : Show Card.
Bulk, with labels free..... 2/– per lb.

Labels and Formulæ are given gratis with Rouse's Carmine (see page 6).

Borax, Powdered, Howard's refined.

1½d. Boxes, 1 oz. size.....12/– per gross.

Boric Ointment, bulk, see p. 25.

1d. Tins, small oval ..... 5/– per gross.
1½d. „ round ....10/– „
3d. „ „ .....18/– „
6d. „ 1¼ oz. ..... 2/9 per doz.

Glass Jars, Screw Caps, fully labelled, 1 oz., 3/6 ; 2 oz., 5/– per doz.

Retailer's name and address free on 3 doz. Jars, assorted or otherwise.

Yellow Boric Ointment can be packed in any of above at the same price.

Boric Acid Powder. B.P.

½ oz. **Packets** ..... 5/9 per gross.
1 oz. 9/6; 2 oz. 17/– ; 4 oz. 30/– „

Fully labelled with directions for use.

Retailer's name and address on wrappers for orders (assorted or otherwise) of the value of 20/–

Brown Powders, for Children.

see page 7. .....2/9 per gross.

Camphor Ice.

1½d. Tins ....11/- per gross.

Camphorated Chalk. See page 44.

Cantharides Cream for the Hair.

A really active Lotion. Can be honestly recommended to customers as likely to be useful when the Hair is falling off, becoming thin or weak, or showing a tendency to change colour.

Cantharides is the best known remedy for Loss of Hair, but many preparations contain an absurdly small quantity, it is not unusual to see ¼ oz. of the Tincture in an 8 oz. lotion. Cantharides Cream is twenty times this strength but does not come within the Poison Regulations.

Bulk with show-card and labels free 1/4 per lb.

Bottled, capped in gold, labelled in crimson and black.

2 oz. size, 4/9 per doz.	6 oz. size, 11/- per doz.
3 oz. „ 6/3 „	8 oz. „ 14/- „
4 oz. „ 7/9 „	

Labels, show-card, and formula gratis with Cucumber Paste, page 12.

Carbolic Mouth Wash—Concentrated.

Made from Rouse's Ess. Dentifrice; labels in two colours, bearing full directions for use. Show-card with each order.

1oz. Bottles ..... 9/6 per doz.
2oz. „ 17/-, 4oz. 30/- per doz.

Carbolic Mouth Wash ought to be found in every pharmacy, as Carbolic toilet preparations are much in vogue with the public; our preparation is a nicely balanced combination, fragrant, and very pleasant in use.

Carbolic Tooth Paste.
Carbolic Tooth Powder. See page 44.

Carmine. Rouse's Standard.

With formulæ for Lip Salve, Tooth Paste and Powder, Face, Rose Leaf and Sanitary Toilet Powders, Bloom of Roses, Liquid Cochineal and Carboy Colour. Labels are supplied gratis on request for Cherry Tooth Paste, Face Powder, Bloom of Roses, and Liquid Cochineal.

1 oz. **Boxes**..... 2/6 each.
½ lb. **Tins** 18/- each 1 lb. **Tins** 32/- „
1d. Packets, 5gr. in envelope 7/- per gross
2d. „ 10gr. „ 12/- „
Post Free for Cash with Order.

How highly these formulæ are appreciated by the trade may be judged by the subjoined extracts from letters received by us.

C.D.B., Hull, writes:—"I was much pleased with the Carmine you sent me a little time ago, and with the preparations made from it: the latter are admirable."

F.W.B., Manchester:—Some time ago I had some of your excellent Carmine, and made a lot of Tooth Paste, which pleased me very much."

J.J.G., Folkestone:—I have tried your Carmine and made some Liquid Cochineal according to your formula, which turned out an excellent preparation."

Chalk. Rouse's Dental.

Rouse's Dental Chalk forms an ideal Tooth Powder Basis, it is drier and more mobile than Prepared Chalk, whilst it has more "bite" than Precipitated Chalk, which is too soft to form an efficient cleansing agent.

	Parcels 7 lb.	28 lb.	1 cwt. sack
White	2/6	9/-	34/-
Pink	3/6	13/-	50/-

Chalk, Prepared or Precipitated.

1d. Boxes, 1 oz. size .....8/- per gross

Chalk and Orris (Tooth Powder).

1d. Boxes, 1 oz. size .....8/- per gross

Clarke's, Dr., Headache Powders.

1/3 Boxes of 10 Powders.....11/- per doz.

Cold Cream.

Rouse's Cold Cream is free from Borax or alkali, the continued use of which must result in damage to the skin; it forms a soothing and healing application, and retains its silky-white colour and creamy nature indefinitely. Retailers who wish to create a permanent demand for their Cold Cream cannot do better than adopt our make.

This article makes an admirable Skin Food and Cream for Facial Massage.

Rouse's Cold Cream is made in two grades, according to the perfume employed.

"Ordinary," pleasantly perfumed and free from the coarse smell associated with cheap Cold Cream.

"Otto," delicately scented with Rose, suitable for best retail.

	1 lb.	2½ lbs.	7 lbs.
Ordinary Quality	2/–	5/–	13/6
Otto Scented	3/–	7/6	20/6

In free tins, with show-card.

Engraved labels or bands, lithographed in two colours, 1/6 per 100.

Cold Cream packed for Retail.

Now packed in bold octagon opal glass JARS with aluminium screw caps. The old style, in clear glass jars, can be supplied on request.

	Ordinary.	Otto.	
1 oz.	4/6	5/6	per doz.
2 oz.	7/–	8/6	„
Tins, 8d., 1¼ oz. Engraved label & bands	4/–	5/6	„
1d. Tins, oval	6/–	...	per gross
1½d. „ round.....	11/–	...	„
3d. „ „	20/–	...	„

If you have not tried our Cold Cream may we send you a free sample.

Children's Powders, 7 varieties.

COOLING and TEETHING—PINK.
COOLING and APERIENT—GREY.
WORM—BROWN—FEVER.

A 24-page Booklet on Powders, with specimen wrappers and information on their composition and uses, and liability to Stamp Duty, free on application.

Gross Box, any sort ..... 2/9 per box
Carded, 40 on card..... 1/- per card

Carriage paid for cash with order.

The cards can, on request, be priced 1d., 1½d., or 2d. per Powder.

Worm Powders with Santonin,
Under 3 yrs, 1/8 per doz.; 3 to 6 yrs., 2/6 pr doz.
Over 6 years 3/4 ; Adults 3/9 per doz.
Gross quantities, assorted. 10% reduction.

If Worm Powders are required "*with* Santonin" this must be stated; otherwise they are sent without Santonin.

Each Powder in wrapper printed with full directions, with or without age stated. Any one variety packed one gross in a box ; assorted strengths or to order, with show-card. The wrappers, labels, and show-cards are not liable to stamp duty.

Chemists' own formula or special weights packed ; with orders for 12 gross (33/-) we print (free) name and address on any assortment of our stock wrappers ; 6 gross lots 2/6 extra.

Enquiries invited for special packings.

A Yorkshire Chemist writes :—"I am very much pleased with the wrappers and the wrapping of the Powders, and I think any Chemist is foolish to pack his own, whilst you do them at such modest prices."

Another Chemist says :—"I anticipate that these Powders will be accurate and prepared with the care for which you have made yourself a name."

A Chemist, for whom we packed a large export order for Powders, writes :—"Am much pleased with the way the order was executed . . . another export order I shall certainly avail myself of your help."

Nothing in the Retail bears a larger profit than this particular line, and nothing perhaps better repays the expenditure of a little time and trouble in cultivating a sale.

Children's Powders.

We have numbered our Stock Wrappers as under, to facilitate ordering and prevent errors.

Ref. No.	Name of Powder.	Age appearing on Wrapper.
1A	Cooling & Teething	Directions for dividing according to age
2A	Do.	Under 6 months
3A	Do.	From 6 to 12 months
4A	Do.	From 1 to 2 years
5A	Do.	Over 2 years
6A	Do.	Age left blank
1...	Cooling & Aperient	Directions for dividing
2...	Do.	Under 6 months
3...	Do.	From 6 to 12 months
4...	Do.	From 1 to 2 years
5...	Do.	Over 2 years
6...	Do.	Age left blank
7...	Do.	2 to 4 years
8...	Do.	4 to 8 years
9...	Do.	8 to 12 years
10..	Do.	For Adults
12...	Brown Powders	Directions for dividing
14...	Pink Powders	Directions for dividing
15...	Do.	Under 6 months
16...	Do.	From 6 to 12 months
17...	Do.	From 1 to 2 years
18...	Do.	Over 2 years
19...	Do.	Age left blank
21...	Worm Powders	Under 3 years
22...	Do.	From 3 to 6 years
23...	Do.	Over 6 years
24...	Do.	For Adults
25...	Do.	Age left blank
26a.	Grey Powders	Directions for dividing
26...	Do.	Under 6 months
27...	Do.	From 6 to 12 months
28...	Do.	From 1 to 2 years
29..	Do.	Over 2 years
30...	Do.	Age left blank
31...	Do.	2 to 4 years
32...	Do.	4 to 8 years
33...	Do.	8 to 12 years
34...	Fever Powders	Under 6 months
35...	Do.	From 6 to 12 months
37...	Do.	From 1 to 2 years
38...	Do.	Over 2 years
39...	Do.	Age left blank
41..	Safe-Cure Teething	Directions for dividing

Formula disclosed. When printed with Chemists' Name and Address very suitable for specialising.

Cologne Ess., Rouse's.

For the easy manufacture of really excellent Eau de Cologne.

1 oz. makes 1 pint.....3/6 per bottle.
4 oz....13/6 ; 16 oz....52/0 „
2nd Quality, without Neroli :
1 oz....2/6 ; 4 oz....9/6 ; 16 oz....36/-.

Show Card for E. de C. with each order.

With each bottle practical formulæ for E. de C. Brilliantine, etc. ; Engraved labels and Bands for E. de C., 9d. per 100 each. Labels free on request for Brilliantine, Myrrh and Borax, Cologne and Bay Rum.

EAU DE COLOGNE is still *facile princeps* amongst perfumes, its delicate fragrance and refreshing qualities making it an unrivalled Eau de Toilette, always acceptable ; unfortunately the profit on some of the recognised brands has been so reduced by the ubiquitous stores and the cutting grocer that they are no longer worth stocking.

ROUSE'S COLOGNE ESS. enables Retailers to offer to the public at a reasonable price an article that will bear comparison with the best, whilst receiving themselves a reasonable remuneration. It has met with the

UNQUALIFIED APPROVAL OF ALL USERS.

W.P., Chesham :—"It may interest you to know that my sales of Eau de Cologne have more than doubled since using your preparation."

A.G., Patricroft : —"I must say it makes the nicest Eau de Cologne I have ever sold."

A.L., Hounslow :—"I think your Cologne Essence is wonderful."

I.M., Portobello :—"Highly pleased with the results of your Cologne. It makes a capital Eau de Cologne, and one that pleases well."

H.V.S., Haverhill :—"I like the Cologne Ess. very much. I consider it equal to any I have ever sold."

W.S., Monmouth :—"I have been using your Cologne Ess. for the last two years, and I am happy to say it gives perfect satisfaction."

Compound Liquorice Powder.

Super Quality, Fully Guaranteed.
Vide LIQUORICE POWDER, page 20.

Cooling and Aperient Powders.
Cooling and Teething Powders.

See Children's Powders, page 8.

Boxes of 1 gross..... 2/9 each.
Cards of 40 ..... 1/– „

Corn Paint, Salicylic Collodion.

6d. 1 dram bottles..... 3/6 per doz.
Ditto carded, 10 on a card ... 3/6 per card.

Cucumber and Glycerine.

White flint, Mexican squares, no name on label, attractively labelled in red and black. Show-card.

2 oz. size .....4/9 per doz.
3 „ „ ...6/3 4 oz. size...7/9 „ „

Each in stout, printed carton.

2 oz. size.....extra per doz. 4d.
3 oz. or 4 oz..... „ „ 6d.
Bulk (bottles charged).....per lb. 1/4

Cucumber & Glycerine Cartons.

Stout, printed four sides, assorted colours.

2 oz. size .....4d. per doz.
3 oz. and 4 oz. size.....6d. „ „

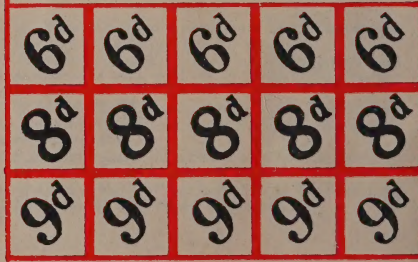
Dictionary of Synonyms, Rouse's.

The edition of 10,000 copies has been exhausted; the cost of printing is still so high that we regret to state that there is little probability of a new edition being issued. There is still a steady demand for the Dictionary and we shall be glad to pay full price, 1/–, for any copies soiled or otherwise, that may be returned to us.

To avoid soiling, cut off the labels only as required.

ROUSE'S PASTE, the best basis for Toilet Emulsions; practical formulas and free labels for preparations.
12 oz. Jar (for 4½lb.), 3/3; 22 ozs., 5/9.

ROUSE'S COLD CREAMS. Highest Grade.
Ordinary and Rose Scented.
Keeps indefinitely, admirable Skin Food.
1 lb., 2½ lb., & 7 lb. Tins; small tins & jars.



Curling Fluid, for the Hair.

No name or address appears on the label, simply the title "ULOTA" to distinguish it. There is a demand for a preparation of this sort at a popular price.

A small show-card with each order.

Bottles, 2 oz.....4/0 per doz.
„ 4 oz.....7/0 „

Dental Chalk.

Rouse's Dental Chalk forms an ideal Tooth Powder Basis, it is dryer and more mobile than Prepared Chalk, whilst it has more "bite" than Precipitated Chalk, which is too soft to form an efficient cleansing agent. No Aniline dyes are used for the pink variety. Carmine being the sole colouring agent, the colour is consequently permanent under all ordinary conditions.

Parcels.	7 lb.	28 lb.	1 cwt. sack.
White	2/6	9/–	34/–
Pink	3/6	13/0	50/0

Dentifrice Ess., Rouse's.

1 oz. Bottles (for 16 ozs.).....2/6.
4 oz. „ .....9/6.
16 oz. „ ..... 36/0.

For the ready production of a very fragrant Eau Dentrifice of the Odol type, and an agreeable Carbolic Mouth Wash.

Formulæ, labels, and a neat show-card for both preparations accompany each Bottle of Ess.; the labels are attractively printed from engraved plates, and bear full directions for use.

Eau Dentifrice corrects and sweetens the breath, and should be recommended to smokers for immediately removing the odour of stale tobacco; it imparts an agreeable and refreshing sense of cleanliness to the whole mouth, and its constant use will be found to harden and strengthen the gums.

A Carbolic Mouth Wash ought to be found in every pharmacy and Ess. Dentifrice forms an admirable flavouring for it.

Dusting Powder.

Zinc, Starch and Boric.

2d. Boxes. 1 oz. size 10/6 per gross.

Eau Dentifrice.

Made from Rouse's Ess. a highly concentrated Mouth Wash of the Odol type, refreshing and agreeable in use.

1 oz. **Bottles** .....9/6 per doz.
2 oz. „ 17/- ; 4 oz. bots. 30/- „ „

Epsom Salts (Howards' only).

1d. Boxes, 1 oz. size .....7/6 per gross.
Packets, moulded
1 oz., 2 oz. or 4 oz. in 7 lb. box, 3/- per box
8 × 7 „ „ 2/9 „
Retailer's name and address on wrappers.
8 × 7 lb. Boxes, free of charge.
4 × 7 „ 3d. each extra.

Eucalyptus Cologne Ess.

1 oz. makes 20 ozs. of fragrant Eucalyptus Eau de Cologne.
1 oz. **Bottles,** .....2/6 each.
4 oz. 9/6 ; 16 oz. 36/- each.
With show-card and handsome labels.

Rightly or wrongly the Public attribute to Eucalyptus Oil considerable antiseptic and germicidal properties, and this is a pleasant combination of it with Eau de Cologne. Individuals who object to the smell of Eucalyptus by itself will be found willing to employ this preparation as an agreeable Antiseptic in times of Epidemics, and especially when Influenza is prevalent.

Eye Ointment.

Golden Ointment, B.P. Yellow Oxide of Mercury Ointment, finely levigated.
1½d. Tins, labelled.....10/6 per gross
Bulk, *see* Ointments, page 25.

Face Powder Basis.

A dead white Powder, soft, fine, harmless and very adherent, free from any gloss.

1 lb. packets, 10d.; 7 lb. parcels, 5/–

Face Powders.

Ref. No.

1. **Dead White,** the above basis.
2. **Ivory White,** does not impart any bluish shade to the skin.
3. **Cream, Rachel,** a favourite shade.
4. **Deep Cream,** more pronounced.
5. **Dark Brunette,** still darker.
6. **Sunburn,** intermediate shade between Cream and Pink.
7. **Pink, Naturelle,** a delicate Tint.
8. **Deep Pink,** more pronounced.
9. **Dark Rose,** imparts distinct colour. The best and most natural Rouge.

Prices, Unscented.

No.	1 lb. parcels.	7 lbs.
1	10d.	5/–
2, 3	1/–	6/–
4, 5, 6, 7, 8	1/6	9/–
9	3/–	18/–

1d. Boxes, Pink or White, 5/– per gross.

The above Powders, Heavily Scented, are sold as POUDRE ROYALE,
1/– per lb. extra.

Poudre Royale in Envelopes.

No name or address appears on envelope, simply the title POUDRE ROYALE to distinguish it. The label is engraved, and handsomely printed in crimson and black, and a small show-card is sent with each order.

Containing
½ oz., priced 3d., 1/9 per doz.
1 oz., ,, 6d., 2/9 ,,
2 oz., ,, 1/–, 4/9 ,,

The envelopes can be supplied without price.

Fever Powders.

Vide CHILDREN'S POWDERS, 2/9 per gross.

Florida Water Ess.

For conveniently making Florida Water of excellent fragrance.

1 oz. Bottle, for making one pint, 2/3.
4 oz. „ 8/6, 16 oz., 32/–.

Engraved labels and show-card free.

Florida Water made from our Ess. forms a refreshing Eau de Toilette and an agreeable Handkerchief Perfume.

Flowers of Sulphur.

1d. Boxes, 1 oz. size .....8/– per gross.

"Flu" Powders.

Printed wrapper, full directions, show-card with each order.

Stock packing, 8 grains Aspirin; other drugs packed to order.

Boxes of 1 gross .....3/6 each
Cards of 30 powders .....1/– „

Foot Cream.

For overheated, tender and perspiring feet. Prevents any unpleasant odour and keeps the skin in good condition when any extra strain is placed upon the feet.

Tins, 1¼ fl. oz.....3/9 per doz.

Fully labelled, with directions.

Fuller's Earth. No name.

1d. Boxes..... 7/– per gross

Fuller's Earth, MATTHEWS'S.

6d. Packets .....4/6 per doz.
1/– Boxes .....9/– „

Fuller's Earth Cream, MATTHEWS'S

6d. Tins .....4/6 per doz.
1/– „ .....9/– „
3/6 Canisters, containing 1 lb., 2/9 each

Geranium Oil, Rouse's.

A pure, natural Oil of Rose Geranium, which we import from France.
1 oz. Bottles (fluid), ...2/- each
4 oz. 7/6 ; 16 oz. 28/- each.

Geranium Co., Rouse's.

Contains 75 % Geranium Oil and 25 % other Ess. Oils and Synthetic Perfumes ; stronger, sweeter and more permanent than plain Geranium Oil. These two oils are the best all-round perfumes for Toilet Preparations. When the cost of Otto of Rose prohibits its use they form the best substitute, and when the selling price admits of Otto being still used, it may be cheapened and made to go farther by the addition of half its volume of Geranium Co. This proportion may be added without too perceptibly modifying the Rose odour.
1 oz. Bottles (fluid), ...2/- each.
4 oz. 7/6 ; 16 oz. 28/- each.

Glycerine and Cucumber Jelly.

An attractive toilet novelty for winter and summer use ; combines the healing properties of Cucumber Cream and Glycerine Jelly, easily and cheaply made from Rouse's Cucumber Paste; Labels and formula free. See page 12.

Glycerine and Rose Water.

2 oz. size.....5/- per doz.
3 oz. ,, ... 6/6 ; 4 oz. size...8/- ,, ,,

Grey Powders, *see* page 8, 2/9 gross.

Hair Restorer, Sulphur.

6 oz. Bottles. unpriced .....7/- per doz.

Labelled and capped, each in printed carton ; show-card. Exceptional value.

Headache Powders.

4 grains Howards' Acetanilide, printed wrapper, full directions, no name or trade mark, not liable to Stamp Duty. We have sold thousands of Powders of this strength, without hearing of any ill effects following their use, and feel justified in recommending them.

5 grains Phenacetin or 8 grains Aspirin can be packed at the same price.

For prices for retailer's name and address on wrappers, etc., see page 8.

Boxed, with show-card... 3/6 per gross.

Carded, 30 on a card..... 1/- per card.

Cards can, on request, be priced 1d., 1½d., or 2d. per Powder.

S. J. & Co., Cardiff, writes:—"I am very pleased with the Powders."

R. M., Haydock:—"Your Powders have so far given satisfaction—the packing is neatly done."

M. F. W., Yorkshire:—"I am very much pleased with the Wrappers and wrapping of Powders."

Head Powders.

Same prices and packings as Headache Powders; if the word "Head" is used in place of "Headache" the Powder is not liable under any conditions.

Head and Nerve Powders.

Both names appearing on the wrapper; Stock packing, 8 grs. Aspirin, 3/6 per gross 4 grains Acetanilid or 5 grains Phenacetin can be packed at the same price.

Headache & Neuralgia Powders.

Prices and packings as Head and Nerve.

Healing Ointment (Boric Oint.)

1½d. Tins, label printed on tin 10/- gross.
3d. ,, ,, ,, 18/- gross.
6d. ,, ,, ,, 2/9 doz.

Hiera Picra.

(Pulv. Aloes c. Canella P.L. 1746.)

1d. **Envelopes,** 30 grains 7/- per gross.
2d. „ 60 „ 12/- „

Jalap.

1d. **Envelopes,** 30 grains 6/- per gross.
2d. „ 60 grains 10/- „

Lanolins, for prices see page 26.

Adeps Lanæ Anhydr. B.P.
Adeps Lanæ Hydros. B.P. and Toilet.

B.P. Quality—This particula make is distinguished by its smoothness, good colour, and freedom from unpleasant odour.

Toilet Quality—A pure Wool Fat but slightly darker in colour and with a little more smell than the B.P. Quality.

Lard, Benzoated, B.P., see p. 25.

We are enabled confidently to guarantee the keeping properties of our Benzoated Lard, as a sample kept under unfavourable conditions for five years did not show any signs of rancidity.

Lavender Water.

Thanks to extensive advertising, Lavender Water is in active demand and should figure on the counter. It can be made of excellent quality and conveniently from

Rouse's Ess. Lavand.

1 oz. Bottles, for 1 pint,...2/6 per bottle.
4 oz. „ 9/6 ; 16 oz. 36/-.

With show-card for Lavender Water.

With each bottle we send a sheet of four pages of formulæ ; labels in two colours for Lavender Water, Lav. Smelling Salts, Lav. Liquid Soap, Lav. Brilliantine, and Lav. Cleansing Ammonia, supplied on request.

J.B.J., Leicester, writes :—"The Lavender Water made from your Conc. Ess. Lavand. suits my customers admirably."

H.M., Manchester :—"Your Ess. Lavand. makes a very superior Water and is much praised."

Lassar's Paste, see p. 25.

synonym **Pasta Zinci Co. B.P.C.**

Lip Salve.

Our Lip Salves will not go rancid under any conditions.

Red, 1½d. printed tins .....10/6 per gross.
„ Bulk, 1 lb. tins .....3/6 each.
Red or White, 6d. Push-up Tubes
"Floral Lip Salve" .....2/6 per doz.

Liquid Cochineal.

6d. Bottles, ½oz. .....3/6 per doz.
1/– „ 1 oz..... ...5/– „ „
Bulk, with Labels free .....2/6 per lb.

Liquorice Powder, Comp., B.P.

Best quality, from decorticated Liquorice Root, and selected Senna Leaves, ground *sec. artem* with a view of obtaining a Powder of full activity and aroma.

It is of more importance to the retailer to purchase the best quality rather than the cheapest. When the Powder is taken any deficiency in activity or flavour will be noticed, and the saving of 1d. or even 2d. a lb. in buying will not compensate for the subsequent loss of sales.

Show-card with each order.

Bulk, 7 lb. Parcels .....at 11d. per lb.
28 lb. „ .....„10d. „
Sample 1 lb. Parcels... „ 1/– each.

BOXES, Cardboard, fully labelled.

½ oz. of Powder ..... 9/6 per gross.
1 oz. „ .....16/– „

PACKETS, Seidlitz paper, printed wrapper, with directions, very neat package. Chemist's name and address printed free on 6 gross lots, assorted or otherwise, 3 gross lots 6d. a gross extra.

½ oz. .....7/6 ; 1 oz.....13/6 per gross.

To avoid soiling, cut off the labels only as required.

10½d	10½d	10½d	10½d	10½d
1s	1s	1s	1s	1s
1s	1s	1s	1s	1s

ROUSE'S PACKED POWDERS.
50 different Printed Wrappers.
Cooling, Aperient, Teething, Grey, Headache
Nerve, Worm, Flu, etc.

1s	1s	1s	1s	1s
1/3	1/3	1/3	1/3	1/3
1/6	1/6	1/6	1/6	1/6

ROUSE'S OINTMENTS and CREAMS.
Milled. The Standard of excellence
Maximum Activity, Smooth, Uniform.
Competitive Prices; Full Lists sent.

1/8	1/8	1/9	1/9	1/9
2s	2s	2s	2s	2s
2/3	2/3	2/6	2/6	2/6

Matthews's Fuller's Earth Cream

6d. Tins .....4/6 per doz.
1/- ,, ...9/- ,,
3/6 Canisters, containing about 1 dozen 6d. Tins. For Nurses, Dispensing, and Family use.....2/9 each.

We shall be glad to send a sample tin to any Chemist who would like to try it in his own household; applied at night there is nothing quite so efficacious for Roughness and Redness of the Skin.

A Chemist writes:—"I have handled a fair amount of F. E. Cream and find it a very nice line indeed; my customers always come back for it."

Another writes:—"I shall be obliged, as a special favour, if you would send me per return six dozen 6d. Matthews's Fuller's Earth Cream, as it is specially wanted to send to the soldiers in their monthly parcels."

A Nurse writes:—"I find the Cream splendid; the effect on the skin of new-born babies is wonderful. I have used many things, but nothing to equal the Cream.

Magnesia, Carbonate of

Magnes. Carb. Levis.

1½d. Boxes, 1 oz. size..... 8/- per gross

Milk of Roses.

An excellent Emulsion, scented with Rose, with a base of Rouse's Cucumber Paste; white flint, Mexican squares, no name on label, labelled in red and black.

2 oz. size ..... 5/3 per doz.
3 oz. ,, ... 7/- ,,
4 oz. ,, ... 8/9 ,,
Bulk..... 1/4 per lb.

Milk of Sulphur, Sulph. Precip. B.P.

1½d. Boxes, ½ oz. size... 10/6 per gross
3d. ,, 1 oz. size... 20/- ,,

Musk Ess. Lavand., Rouse's.

For conveniently preparing Musk Lavender Water.

1 oz. bottles	for 10 ozs. ...	2/3 per bot.
4 oz.	„ pints ...	8/6 „
16 oz.	„ 8 „ ...	32/– „

Musk Lavender Water is an old-fashioned but delightful perfume, and should always be stocked in addition to the ordinary Lavender Water; customers will buy it as an agreeable change, and it also enables the retailer to offer two Lavender Waters of different selling prices for different classes of trade.

E.J.C., Lowestoft, writes:—"I am very pleased with your Musk Lavender Water."

Neuralgia and Tic Powders.

5 grains of Phenacetin, printed wrapper.

Boxed, with showcard ... 3/6 per gross

Carded, 30 on a card ... 1/– per card

Cards can, on request, be priced 1d., 1½d., or 2d. per Powder.

8 grains Aspirin can be packed as above at the same prices.

Nerve Powders.

The same prices and packings as Neuralgia Powders; if the word NERVE is used in place of Neuralgia, the powders are not liable under any conditions.

POWDERS.

EVERY KIND OF POWDER NEATLY AND CAREFULLY PACKED.

Any quantity, however large, promptly dealt with by experienced hands who have been weighing powders for years.

Chemists' own materials packed.

Recipes Accurately Mixed.

Please Apply for Quotations.

Ointments, Rouse's Levigated.

The efficacy of an Ointment containing insoluble substances—such as White Precipitate, Zinc Oxide, Sulphur, etc., depends largely upon the active ingredient being presented to the skin in a minute state of division; with ordinary methods such as pestle and mortar, or slab to produce a thoroughly satisfactory preparation is a matter of the greatest difficulty, and a comparison of our Ointments with those ordinarily found in Retail Pharmacies will, we think, at once show that our Levigated Machine-made Ointments are likely to be more active than the home-made article, while they undoubtedly possess a superior finish.

BORIC OINTMENT.—It is of the utmost importance that the Paraffins used in the manufacture of this Ointment should be of the highest degree of purity, as the lower grades of both Paraffin Wax and Paraffin Jelly contain impurities likely to prove irritating. We employ only HIGH GRADE Paraffins, and the Boric Acid used is in the most impalpable powder, having been sifted through a 170-mesh sieve. The finished product is plastic of uniform consistence, and free from lumps.

BORIC OINTMENT, YELLOW.—Commonly sold as "Healing Ointment." Prepared with Rouse's Yellow Paraffin Ointment, of B.P. strength; very plastic.

CARBOLIC OINTMENT, B.P.—Our machinery enables us to subject this Ointment to prolonged trituration without which it is impossible to make a satisfactory Ointment.

GALL OINTMENT, B.P.—This should be smooth and free from grittiness as the parts affected are frequently in a tender and inflamed condition. Our Ointment cannot be improved upon in this respect.

STRONG SULPHUR OINTMENT.—Contains 25% of Flowers of Sulphur.

TAR & SULPHUR OINTMENT.—An approved remedy for Ringworm.

YELLOW OXIDE OF MERCURY, B.P.—Golden, or Eye Ointment, free from visible particles of Oxide, which can usually be seen in this article and which are likely to cause undue irritation of the eye. This Ointment is Triple-Levigated.

Ointments, Rouse's Levigated.

TINS FREE BUT CREDITED IF RETURNED CARRIAGE PAID.	1-lb. 1d.	2½-lbs. 2d.	7-lbs. 4d.
OINTMENTS.			
Boric, White, B.P. ...	1/3	3/–	8/3
„ Yellow B.P. '85..	1/–	2/3	6/–
Carbolic	1/9	4/3	11/8
Gall	2/3	5/6	15/–
„ with Opium ...	5/6	13/6	—
Lanolin, Adeps Lanæ Anhydrous, B.P. ...	1/6	3/9	10/–
Hydrous, B.P. ...	1/3	3/–	8/3
„ Toilet Quality	1/–	2/3	6/–
Lard, Benzoated ...	1/6	3/9	10/–
Lassar's Paste... ...	1/9	4/3	11/8
Mercury, B.P.... ...	4/–	9/6	26/3
„ Comp. ...	3/6	8/6	23/4
„ Dilute ...	2/9	6/9	18/8
Paraffin Jelly, White...	1/4	3/4	9/–
„ „ Yellow...	–/9	1/9	4/6
„ Oint., White ...	1/4	3/4	9/–
„ „ Yellow...	1/–	2/3	6/-
Red Precipitate ...	2/3	5/6	15/–
Resin	1/9	4/3	11/8
Salicylic	1/6	3/9	10/–
Spermaceti	2/6	6/3	17/–
Sulphur, B.P.	1/6	3/9	10/–
„ Strong, 25%...	1/6	3/9	10/–
Tar	1/6	3/9	10/–
Tar and Sulphur ...	1/6	3/9	10/–
White Precipitate ...	2/3	5/6	15/–
„ „ B.P. '98	2/3	5/6	15/–
Yellow „ ..	1/6	3/9	10/–
Zinc	1/6	3/9	10/–
TOILET CREAMS.			
Cold Cream, Ordinary	2/–	5/–	13/6
„ Otto Scented	3/–	7/6	20/6
Lip Salve, Red ...	3/6	—	—
Toilet Cream, Ordinary	1/9	4/3	11/8
„ Otto Scented	2/9	6/9	18/8
Vanishing Cream, Ord'y	1/6	3/9	10/–
„ Otto	2/6	6/3	17/–

Four 7-lb. tins of Ointments, assorted, in one order are subject to 5% Discount.

Ointments and Creams in Tins.

Labels printed on Tins.	Per gross.
Boric, 1d. oval tin	5/-
„ 1½d. or 2d. round	10/-
„ 3d. round	18/-
Cold Cream, 1d. oval	6/-
„ „ 1½d. or 2d. round	11/-
„ „ 3d. round	20/-
Sulphur, 2d. short ½oz.	12/-
Zinc, 2d. short ½oz.	12/-
Resin, 2d. short ½oz.	14/-
White Precip. short ½oz.	14/-
Camphor Ice, short ½oz.	11/-
Lip Salve, 1½d. or 2d.	10/6
Eye Ointment, 1½d. or 2d.	10/6
3d. or 4d. size; ¾oz. tins, paper labels.	
Zinc	20/-
Resin	20/-
Sulphur, extra strong	20/-
White Precipitate	24/-

6d. 1¼oz. tins, paper labels.	per. doz.
Boric Ointment, white or yellow	3/-
Healing Ointment	3/6
Cold Cream	4/-
Toilet Cream	3/9
Foot Cream, for tender, perspiring feet	3/9
Sulphur Ointment, extra strong	3/6
Zinc Ointment	3/6
White Precipitate Ointment, B.P.	4/-

Ointments and Creams in Jars.

	Per doz.	1oz.	2oz.
Boric Ointment	3/6	5/-	
Zinc „	3/6	5/-	
Cold Cream, Ordinary	4/6	7/-	
„ „ Otto	5/6	8/6	
Vanishing Cream, Ordinary	4/-	6/-	
„ „ Otto	5/-	7/6	

W. T. C., Sussex, writes:—"I have used most of your Ointments now for a long time, and congratulate you on their uniformity and general smoothness."

Ointments and Toilet Creams from Private Formulæ.

Our various mills and other special appliances enable us to produce a perfectly smooth Ointment, however refractory or difficult the formula.

ENQUIRIES INVITED. COMPETITIVE PRICES
Minimum quantity, 7lbs.

Oxalic Acid.

1d. Envelopes, ¼ oz. .....5/– per gross.
2d. Boxes, ½ oz. ..... 8/6 „
3d. „ 1 oz. ..... 14/– „

Patchouli Oil, Rouse's.

This Oil is not intended to be used alone but 5% may with advantage be added to most mixtures of Essential Oils, its strength and present comparatively low price making it a very economical perfume, whilst there is nothing rank or coarse about it ; its persistence renders it specially valuable for Sachet, Violet and other Toilet Powders, from which more volatile oils are quickly lost.

1 oz. **Bottles** (fluid) ..... 2/6 each.
4 oz.....9 6 each. | 16 oz....36/– „

Pennyroyal Oil, Rouse's.

We have secured a large parcel of fine Oil ; the price quoted is very reasonable considering its excellent quality.

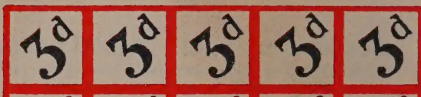
4 oz. **Bottles** .....2/– each.
16 oz. „ .....8/– „

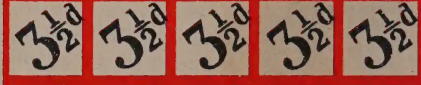
Labels for Essence of Pennyroyal free.

Plasters.—In Printed Wrapper, Adhesive or Sticking.

1½d. Roll. 10/6 per gross.
Brown Soap or Soap Cerate.
1½d. Roll. 10/6 per gross.

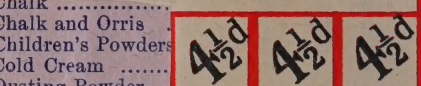
To avoid soiling, cut off the labels only as required.

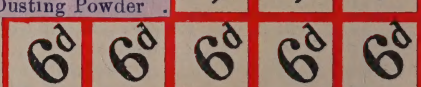


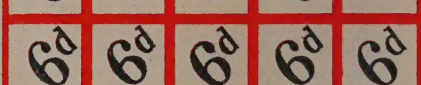


ROUSE'S PASTE, the best basis for Toilet Emulsions; practical formulas and free labels for preparations.
12 oz. Jar (for 4½lb.), 3/3; 22 ozs., 5/9.

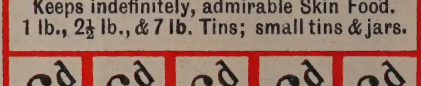
Chalk .....
Chalk and Orris .
Children's Powders
Cold Cream .....
Dusting Powder .

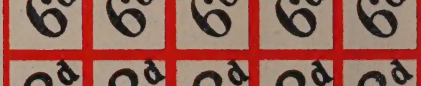


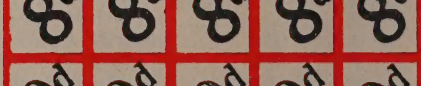




ROUSE'S COLD CREAMS. Highest Grade.
Ordinary and Rose Scented.
Keeps indefinitely, admirable Skin Food.
1 lb., 2½ lb., & 7 lb. Tins; small tins & jars.







PACKED DRUGS, &c.	Per Gross.	For Particulars See page.
Plaster, Adhesive	10/6	... 3
Powder Leaves	12/–	... 31
Precipitate Oint.....	14/–	... 47
Red Precipitate.....	7/6	... 32
Rhubarb	6/–	... 32
Rhubarb and Magnesia..	8/–	... 32
Salt of Lemon	5/–	... 33
Salt of Sorrell	5/–	... 33
Seidlitz Powders	7/6	... 34
Senna Leaves.....	8/–	... 37
Shampoo Powder	7/6	... 38
Starch Powder	10/6	... 40
Sugar of Lead	6/6	... 40
Sulphate of Zinc	5/–	... 40
Sulphur	8/–	... 40
Tartaric Acid	12/–	... 41
Tooth Powder	8/–	... 45
Violet Powder	8/–	... 45
White Precipitate	7/6	... 47
Worm Powders.....	2/9	... 47
Zinc Ointment	12/–	... 47
Zinc, Starch and Boric...	10/6	... 47

SAMPLE LABEL showing the manner in which our packed goods are labelled. The full directions save the retailer's time, and are a great convenience to the public.

The contents of the various packages are guaranteed, and we accept all responsibility for their sale.

PURE

MILK OF SULPHUR.

(PRECIPITATED SULPHUR.)

Directions.—As a cooling Aperient, a small tea-spoonful, in water, or mixed with honey, treacle, or jam, early in the morning, or at bed-time.

To clear the Skin, for Rheumatism, Habitual Constipation, &c., as much as will lie on a sixpence, night and morning, until the symptoms subside.

Children under 12, half-doses, under 7 quarter-doses.

Pills.

1d.	1 dram	P.O. box	2 pills	...per gross	6/-
1d.	„	„	3 „	... „	6/9
1d.	„	„	4 „	... „	7/6
2d.	2 dram	„	6 „	... „	9/-
3d. or 4d.,	card	box	12 „	... per doz.	1/6
6d.	wood	box	24 „	... „	3/-
1/-	wood	box	48 „	... „	6/-

The Pills are best quality, soluble coated; the boxes are labelled and wrapped.

12 varieties, labelled as under :—

Name on Box.	*Composition.*
Antibilious, Aper.	Small dose Calomel
Comp. Rhubarb	B.P. 5 grains
Little Liver	Podophyllin, etc.
Liver and Stomach	Mild Mercurial
Head and Stomach	„
Cochia, Hiera Picra	Strong Aperient
Castor Oil Aperient	Mild c. Ol. Ricini
Podophyllin, Liver	Podoph c. Aperients
Steel, Female	Aloes and Iron, 5 grs.
Pennyroyal, Female	„ with Pulegium
Digestive, Wind	Mild Aloes, c. Bitters
Quinine	1 grain Sulphate

Prescription Books, Rouse's 'Ideal.'

Good quality of paper, ruled two columns per page, size 13 x 8, each page numbered. Strongly bound to withstand hard wear; opens up flat at any place. The Index is a special feature, four pages each for B, C, H, M, S and W, and two pages for the other letters, each page being ruled into 20 columns so that the folios are easily entered and read.

Ordinary Size, 1,000 pages ... 13/6
Small Size, 500 pages..... 8/6
Carriage or postage, 9d. each extra.

If the size is not specified the 1,000 page is sent. Sample sheet on application.

Powder Leaves, Ulota Brand.—

Pink, White or Cream.

6d. Book (about 70 leaves) ...2/10 per doz.
2d. Folder (24 leaves) ..... 1/- „ „
Show-card with each order.

Extensive advertising has caused a good demand for Powder Leaves. This particular make, although offered at the above low price, is equal to any in the market.

Powder Envelopes.

Well gummed, tough manilla paper.

Ordinary, per box of 1,000.....	2/10
Medium „ „ „ „	3/2
Large „ „ „ „	3/6

Printing extra.

Retailer's name and address printed at the following rates per 1,000.
1,000 3/9 ; 2,000 2/9 ; 3,000 2/3 ;
4,000 2/- ; 5,000 1/9 per 1,000.
Post or Carr. Free, 9d. extra, any quantity.

Quintessences, Rouse's.

These Concentrations, diluted according to the directions given, yield excellent perfumes at the lowest possible cost.

Lilac Quintess., for making White Lilac, Clove Pink and Moss Rose.

Heliotrope Quintess., for Stephanotis and White Heliotrope.

Jockey Club Quintess., for Essence Bouquet and Jockey Club Perfumes.

Ylang Ylang Quintess., for Frangipanni and Ylang Ylang Perfumes.

Patchouli Quintess., for Ess. Patchouli.

Rondeletia, for Ess. Rondeletia.

Verbena, for Lemon-Scented Verbena.

Formulæ, show-cards, and a supply of engraved **labels** for the above-mentioned Perfumes accompany the respective Quintessences.

1 oz. Bottle of any kind to make 8oz. ... 2/6
4 oz. „ ...9/6 16 oz. Bottle ...36/-

Razor Paste, Rouse's.

A small portion of this Paste rubbed over the strop imparts a keen edge to the razor. Most men will invest sixpence to ensure an easy shave and the article only need be shown to effect sales. The Paste contains nothing that can injure the razor, and does not compete with any other article already on sale. Packed in small neatly-printed tins.

Eight 6d. Tins, on a small
Showcard ... ... 1/6 per card

The price shows a large margin of profit, and a card should be included in your next order. We will credit in full should any remain on hand.

Red Precipitate.

1d. Envelopes, 20 grains 7/6 per gross.
2d. „ ½ oz. 17/- „

The inner packet is fully labelled.

Resin Ointment, B.P.

Prepared with genuine Bees' Wax and Olive Oil; tenacious and of pleasant resinous odour.

Bulk; prices see page 25.
2d. Tins ... ... 14/- per gross.

Rhubarb, Powdered, B.P.

Good colour and flavour.

1d. Envelopes, 30 grains 6/- per gross.
2d. „ 60 „ 10/- „

Buying this line in large quantities, we can usually offer Pulv. Rhei to advantage

Present prices. 1 lb. parcel, 3/6.
7 lb. tins, 3/3 per lb.

Rhubarb and Magnesia.

1d. Boxes, ½ oz. size ... 8/- per gross

Rondeletia, Essence of, see page 31.

This old-fashioned Perfume, in vogue half a century ago, merits reviving.

Rose Tooth Powder.

Pink, pleasantly flavoured.

Bulk .....1 lb. 1/3 .....7 lbs. 8/-
Tins .....2 oz. size, 3/- per doz.

Rouse's Paste,

For making Toilet Emulsions, with free labels for—

GLYCERINE AND CUCUMBER.
HAZEL CREAM. MILK OF ROSES.
AMMONIATED CREAM.
CANTHARIDES CREAM.
LIME CREAM FOR THE HAIR.
HOUSEHOLD EMBROCATION.
WHITE OILS, ETC.

All suitable for selling as PROPRIETARY ARTICLES under the Retailer's own name; easily and cheaply prepared from the formulas given; reliable, efficacious, and profitable; well repay pushing.

THE LABELS, supplied free, enable the Preparations to be introduced at a nominal outlay. With orders for 2 lbs. of Rouse's Paste 120 of any one of the above Labels can be supplied printed with Retailer's name and address free of charge.

Jars free, 12 oz. 3/3; 22 oz. 5/9; 7 lbs. 25/- each.

12 oz. makes about 4½ lbs. Emulsion.

Salts.—*Vide* EPSOM SALTS, p. 14.

Salt of Lemons.

1d. Envelopes, ⅛ oz.....5/- per gross.
2d. „ ¼ oz..... 7/- „
3d. Boxes ..... 1/3 per doz.
6d. „ ..... 2/3 „

Fully labelled to prevent accidents.

Salt of Sorrel.

1d. Envelopes, ⅛ oz..... 5/- per gross.
2d. „ ¼ oz..... 7/- „

Seidlitz Powders.

The Largest Selection in the Trade.

Carefully weighed by hand, Howards' Tartrate, English Acid, fast blue and white demy, the best ingredients, and the best packing.

We accept all responsibility in connection with our Seidlitz Powders, a printed label to that effect is outside each gross package, boxed or loose, and a written guarantee is given, if requested. This guarantee has been issued by us for a good many years, but we have never yet been called upon to make it good; that our Seidlitz Powders must have received the kind attention of the Public Analyst on a good many occasions is a foregone conclusion, considering the grosses of boxes we have sent out, and the following extracts from letters of customers are cases in point:—

H. & S., Leighton Buzzard, writes:—"An Inspector purchased from us one dozen of your Seidlitz Powders for Analysis by Dr. Stevenson. We have since heard they were perfectly satisfactory."

S. L. G., Norfolk, writes:—"The police yesterday had a box of my Seidlitz Powders for analysis, which I always buy from you, so no doubt they will be found perfectly pure as you guarantee them so, but I thought I had better inform you."

W. T., Birmingham, writes:—"The Food and Drug Act Inspector has this day taken samples of your Seidlitz Powders direct from your gross box, and has written his name across the guarantee for same.

Needless to say, we heard nothing further of the matter.

ROUSE'S SEIDLITZ POWDERS are recognised throughout the trade as the standard article, and are stocked by most of the wholesale houses, who supply them at our prices, net. When obtaining through the wholesale trade, kindly order as "Rouse's," and any misunderstanding will be avoided by quoting the reference numbers given on the next page.

Seidlitz Powders, Stock Packings.

Loose—in Boxes of one gross.

Ref. No.		Per Box of 1 gross.
I.	**B.P.** Ordinary...	7/6
II.	Do., banded together with printed directions	8/3
III.	Do., each in printed envelope	8/9
IV.	"**Extra Strong**;" white and blue, both ¼ stronger than B.P.	9/-
V.	Do., banded together ...	9/9
VI.	Do., each in printed envelope	10/3
VII.	"**Double,**" containing double the B.P. quantity of Soda Tart.	11/-
VIII.	Do., banded together... ...	11/9
IX.	Do., each in printed envelope	12/3

Special Flavoured

With Vanillin and Saccharin; recommended for specializing.

X.	B.P. strength, ...	8/3
XI.	Extra Strong	10/-
XII.	Double	12/-

Boxed—in labelled Boxes of 1 doz.

	Ordinary B.P. Strength.	Per doz. Boxes.
XIII.	Boxes, not wrapped... ...	9/-
XIV.	Do., in stout printed wrapper	9/3
XV.	Do., do., Powders banded	10/-

Extra Strong as No. IV.

XVIII.	Boxes, not wrapped... ...	10/6
XIX.	Do., in stout printed wrapper	10/9
XX.	Do., do., Powders banded	11/6

Double as No. VII.

XXIV.	Boxes, not wrapped	12/6
XXV.	Do., in stout printed wrapper	12/9
XXVI.	Do., do., Powders banded	13/6

Retailer's Name and Address.

For prices, etc., see page 37.

Special Seidlitz Powders.

Flavoured with Vanilla and Saccharin, forming a very pleasant Draught.

To secure repeat orders, and to avoid unprofitable competition in price, Retailers should SPECIALIZE their Seidlitz Powders by flavouring them. In a good many cases the B.P. Powder is hardly strong enough. We recommend for specializing our Extra Strong Flavoured (No. XI.) and we suggest that this should be sold, without comment, when a Seidlitz Powder is asked for. As a rule it is not advisable to discuss the strength with customers; if any remark be made, the Chemist simply says that he **does** keep the weaker ones, but that he finds that most of his customers prefer the special ones.

The printed band for the Extra Strong Flavoured states, "This Powder will be found more pleasant to take and slightly more active than the ordinary Seidlitz Powder."

Extra for flavouring.

	Per Gross.	Reference Numbers.
B.P. Strength.....	9d.	**X.**
Extra Strong	1/-	**XI.**
Double	1/-	**XII.**

If required Banded please state so.
Samples on application.

The Blue Powder is wrapped in a glossy paper to distinguish this packing.

To avoid soiling, cut off the labels only as required.

10½d	10½d	10½d	10½d	10½d
1s	1s	1s	1s	1s
1s	1s			

...r charge on the Band, En-
... Labels as the case may be.
...anded or in Envelopes or 12
...printing free and 5 % discount.
...ded or in Envelopes or 3 dozen

ROUSE'S PACKED POWDERS.
50 different Printed Wrappers.
Cooling, Aperient, Teething, Grey, Headache
Nerve, Worm, Flu, etc.

1s	1s	1s	1s	1s
1/3	1/3	1/3	1/3	1/3
1/6	1/6	1/6	1/6	1/6

ROUSE'S OINTMENTS and CREAMS.
Milled. The Standard of excellence
Maximum Activity, Smooth, Uniform.
Competitive Prices; Full Lists sent.

1/8	1/8	1/9	1/9	1/9
2s	2s	2s	2s	2s
2/3	2/3	2/6	2/6	2/6

Shampoo Powders.

Ordinary and Super qualities.

Compounded with genuine White Castile Soap and not with Soap Extract.

In Packets, Envelopes, Boxes, or Bulk.

Envelopes bear full directions.

Reasonable prices, good margin of Profit.

Advantageous terms to large buyers.

Show card with each order.

CLEANSING SHAMPOO POWDER.

This is the quality usually sold. It lathers profusely, is very cleansing, removes all scurf and grease, is pleasant in use, and gives general satisfaction.

It is packed in priced or unpriced Packets, these latter are of distinct design and can be retailed at any price considered suitable.

HENNA (NEW PACKING).

Compounded with Egyptian Henna. Owing to heavy advertising, this line is in good demand. It sells readily at 3d. or 4d. and bears a good profit.

SAPONACEOUS POWDER.

Contains a larger proportion of soap, is in finer powder, and agreeably perfumed, Envelopes and paper of extra quality are used.

ROSE SHAMPOO.

The same Powder as Saponaceous, but scented with Rose, the best quality in every respect that can be produced.

RETAILER'S NAME AND ADDRESS.

Retailer's name and address printed on the back of the Envelopes free for orders of 6 gross, 3 gross lots 6d. per gross extra

If the variety is not specified No. II B. is sent.

A Retail Chemist, writes :—"My wife says your Powder is the best she has tried."

An Irish Chemist, writes :—"Find it sells rapidly, and everyone pleased with it.

Shampoo Powder.—*Prices.*

CLEANSING SHAMPOO.

Ref. No.

I. Packets, containing about ½-oz. of Powder, for retailers who have their own envelopes 5/6 per gross

II. In Envelopes, printed, priced 1½d. ..... 7/6 „

IIB. Do., without price..... 7/6 „

III. Boxes, containing seven 1½d. envelopes ..... 6/– per doz.

IIIB. Do., without price..... 6/– „

Bulk, 1 lb. 10d., 7 lb. 9d., 28 lb. 8d. per lb.

HENNA (NEW PACKING).

Sells readily at 3d. or 4d.

VII. Packets, as No. I ..... 9/– per gross

VIII. In Envelopes, unpriced.....11/6 „

IX. Boxes, containing 7 envelopes ..... 8/6 „

Bulk, 1 lb. 1/2, 7 lb. 1/1, 28 lb. 1/– per lb.

SAPONACEOUS.

XIII. Packets, as No. I ..... 9/- per gross

XIV. Envelopes, printed, unpriced .....11/6 „

XV. Boxes, containing 7 envelopes ..... 8/6 per doz.

Bulk 1 lb. 1/2, 7 lb. 1/1, 28 lb. 1/- per lb.

ROSE.

XIX. Packets, as No. I..... 12/– per gross

XX. Envelopes, printed, unpriced ..... 14/6 „

XXI. Boxes, containing 7 envelopes ..... 10/6 per doz.

Bulk, 1 lb. 1/6, 7 lb. 1/5, 28 lb. 1/4 per lb.

Starch Powder.

1½d. or 2d. Boxes, 1 oz. size, 10/6 per gross.

Sugar of Lead.

1d. Envelopes, ⅛ oz.....6/6 per gross.
2d. „ ¼ oz.....9/- „

Sulphate of Zinc.

1d. Envelopes, ⅛ oz.....5/- per gross.
„ ¼ oz.....6/- „

To prevent accident with articles of the character of Sugar of Lead and Sulphate of Zinc, the inner packet is fully labelled, as well as the envelope.

Sulphur, Flowers of.

1½d. or 2d. Boxes, 1 oz. size, 8/- per gross.

Sulphur, Milk of.

Sulph. Precip. B.P.
1½d. Boxes, ½ oz. size.....10/- per gross.
3d. „ 1 oz. „ .....20/- „

Sulphur Ointment, B.P., and Strong Sulphur Ointment, 25%.

For prices, see page 25.

Sublimed Sulphur is in hard crystalline particles, and an ointment prepared from it in the usual way will be found distinctly sandy: we grind the Sulphur in the presence of lard, and the resulting ointment is perfectly smooth and creamy to the touch.

Sulphur Ointment, especially the strong, is useful in infectious cutaneous affections arising from minute parasites; in Itch it is an absolute specific.

Tartaric Acid, English Powdered

½ oz. Packets ..... 12/- per gross.
1 oz. ,, ... 20/- ,, ,,

Tar and Sulphur Ointment.

For prices see page 25. A useful combination of Strong Sulphur Ointment, Juniper Tar, (Oil of Cade), and Carbonate of Potassium; the latter softens the epidermis and allows the Drugs to penetrate, thus making the Ointment more active.

This Ointment can be recommended for infectious skin diseases and when other and more violent remedies have failed, it will frequently cure Ringworm if it is freely applied and the affected part kept under its influence for some days.

Tic and Neuralgia Powders.

In printed wrapper, 5 grains Phenacetin
Gross Boxes, with Show-card.....3/6
Carded, 30 on a card.....per card 1/-
8 grains Aspirin can be packed at the same price.

ROUSE'S SYNONYMS.

The edition of 10,000 copies of Rouse's Dictionary of Synonyms is exhausted ; the cost of printing is still so high that we regret to state that there is little probability at present of a new edition being issued. There is still a steady demand for the Dictionary and we shall be glad to pay full price, 1/-, for any copies soiled or otherwise, that may be returned to us.

Toilet Cream.

A plastic protective Cream of light fawn colour, compounded with Oxide of Zinc, Adeps Lanæ, and Petroleum Jelly, unsurpassed for the intimate admixture of its ingredients. Exposure does not cause it to become rancid; this with its high melting point and plastic consistence admirably adapts it for specializing as a stock proprietary article.

Ordinary Cold Cream frequently does not quite meet the requirements of the public, or it may have been tried and found wanting; in any case every retailer should be in a position to offer as an alternative a Toilet Cream such as this, materially differing in character from the old-fashioned article.

	1 lb.	2½ lb.	7 lb.
Ordinary quality ..... Pleasantly Perfumed.	1/9	4/3	11/8
Otto scented ..... In free tins with show-card.	2/9	6/9	18/8

Suitably engraved labels and bands lithographed in two colours are supplied free on request.

In 7 lb. quantities the cream can be supplied of a flesh colour.

Toilet Cream in Tin Boxes.

Neatly labelled and banded without trade mark or name.

No. I., about 1¼ oz. fluid.

Ordinary	3/9 per doz.
Otto	4/9 „

No. II., about 1¾ oz. fluid.

Ordinary	5/6 „
Otto	7/6 „

6 dozen lots with Retailer's name and address 3d. per dozen extra.

Tooth Pastes (in bulk only).

Cherry or Rose ..... carnation colour.
Carbolic ..... „ „
Areca Nut ..... reddish brown „

1 lb. Tins (free)..... 1/6 each.
2½lb. „ „ .... 3/9 „
7 lb. „ „ .....10/- „

Our Tooth Pastes do not ferment or become hard, and will keep indefinitely.

A softer Paste for Tubes can also be supplied at the same prices.

Toilet Vinegar Ess., Rouse's.

For making Toilet Vinegar of the highest quality, at the lowest possible cost.

With each bottle are given neat labels bearing full directions for use, in two sizes, suitable for the ordinary 2 and 4 oz. direct square Toilet Vinegar Bottles.

A small show-card accompanies each bottle.

1 oz. Bottle, for making 16 oz. 2/-
4 oz. „ 7/6
16 oz. „ 28/-

Toilet Vinegar is a popular article of domestic medicine, an indispensable adjunct to the Toilet and Sick Room, and is one of those little luxuries which, if suitably brought under notice, most people are willing to indulge in.

Our Ess. produces a Toilet Vinegar that is fragrant, aromatic, and sufficiently pungent to be refreshing. The greatest care has been taken to avoid anything that might leave a sickly odour, and wholesome aromatics that are so grateful in the sick room are predominant. A comparison with the best brands is invited; we feel sure that the Vinegar will stand the test with credit.

Tooth Powder, Camphor. Chalk.

Show Card with each Package.

Bulk—1 lb., 1/-. 7 lbs. Parcels, 6/-.

Packed—

Round Tins, banded and labelled—
1¼ oz. (fluid measure).....2/3 per doz.
1¾ oz. „ „ .....3/- „

Cardboard Boxes, printed wrapper—
½ oz. size..... 10/- per gross.
1 oz. „ ..... 16/6 „

Packets, parchment paper printed wrap-
½ oz. weight..... 8/- per gross.
1 oz. „ .....14/6 „

Tooth Powder, Carbolic.

Full strength of Pure Carbolic Acid with Magnesia, Orris Root, etc., scented, coloured Pink, double sifted, and free from grittiness.

A. S., Sittingbourne, writes:—"I like your Carbolic Tooth Powder much, and the labels are very taking."

Bulk, free labels and Show cards—
1 lb. **Packets**.....10d. each.
7 lb. „ .....5/- „

Tins, round, labelled and banded—
No. 5 (1¾ oz. fluid measure) 2/6 per doz.

Tooth Powder, Carbolic, Otto.

Contains a larger proportion of Orris Root and is Scented with Rose.

Bulk, free labels and show cards—
1 lb. **Packets**..... 1/6 each.
7 lb. „ .....10/- „

Tins, round, labelled and banded—
2 oz. fluid .....3/6 per doz.

No. 4, Gold and Black label.
No. 6, Crimson and Green label.

Tooth Powder, Chalk and Orris.

1d. Boxes, 1 oz. size ..... 8/- per gross.

Tooth Powder, Rose.

Pink, Rose scented and carefully sifted. Show-card with each order.

Bulk, 1 lb. Parcels.....1/3 each
„ 7 lb. „ .....8/- „

Tins, round, banded and labelled—
1¾ oz. fluid measure .....3/- per doz.

Tooth Powders, Unlabelled.

Round Tins, Sunk Lids, Gold Lacquered.
1¾ oz. fluid, about 1 oz. powder.

Camphor Chalk .....2/9 per doz.
Carbolic, ordinary .....2/3 „ „
„ Otto .....3/3 „ „
Rose .....2/9 „ „

Tooth Tincture, non-liable title.

A little Cotton Wool is wrapped round each bottle.

6d. size 1 dr. Bottle .....3/6 per doz.
„ „ 10 bots. on card...3/6 per card

Ulota. Curling Fluid for the Hair.

No name or address appears on label, simply the word ULOTA to distinguish it. There is a demand for preparations of this class, and a good margin of profit can be obtained.

2 oz. Bottles .....4/- per doz.
4 oz. „ .....7/- „ „

G. J., London, writes:—"Your Ulota is taking very well with my customers."

Violet Powder.

1½d. Boxes..... .....8/- per gross

Vanishing Cream.

The non-greasy Cream for use during the day ; largely advertised and in good demand.

Now packed in bold octagon opal glass **Jars** with aluminium screw caps, engraved label in gold and black. The old style in clear glass jars can be supplied on request.

	Ordinary.	Otto Scented.
1 oz. size	4/- ...	5/- per doz.
2 oz. „	6/- ...	7/6 „

With Retailer's Name and Address :

12 doz. lots	no extra charge.
6 „	3d. per doz. extra.
3 „	6d. „ „

Bulk, in free tins,	1 lb.	2½ lbs.	7 lbs.
Ordinary, perfumed	1/6	3/9	10/-.
Otto Scented	2/6	6/3	17/-.
Unscented	1/6	3/9	10/-.

Labels printed in red and black gratis on request. Show-card with each order.

Vanillin Crystals, 100%

Finest flavour, guaranteed pure.

1 oz. **Packets,** .....2/- each....

With practical formulas for Vanilla Flavouring Essence and Vanillin Sugar, and labels for these two articles.

Vanilla is still the most popular flavour, a few bottles of Essence shown on the counter and samples sent to neighbouring Bakers and Confectioners should lead to business.

Waxed Paper, Matthews's.

White, the original, introduced by us half a century ago ; still unequalled for covering Cold Creams, Ointments, and for wrapping greasy and adhesive substances.

Per Box.....2/-.

N.B.—The box now contains 100 sq. feet in place of 50.

White Precipitate.

The inner packet is fully labelled.

1d. Envelopes, 20 grains... 7/6 per gross
2d. „ ⅛ oz. .....16/- „

White Precipitate Ointment.

1½d. Tins, short ½ oz..... 14/- per gross
3d. or 4d. size ..... 24/- „
Bulk, *see* OINTMENTS, page 25.

In Rouse's Levigated Ointments the Precipitate is reduced by grinding to the most minute state of division ; a point of of great importance in view of the microscopic size of some of the skin parasites.

Worm Powders.

Each Powder bears full directions.

An approved formula of Santonin, Calomel and Jalap. Santonin is the recognised remedy for Thread Worms, and Round Worms, but the price for the moment is very high. Retailers holding stocks for which they have no use are invited to send us particulars.

Children under 3 years ..... 1/8 per doz.
„ 3 to 6 years ..... 2/6 „
„ over 6 years..... 3/4 „
Adults ..... 3/9 „
Gross quantities, assorted, less 10%
Without Santonin ..... 2/9 per gross
„ „ Carded, 40 Pds., 1/- per card

Zinc Ointment, B.P. Levigated.

Bulk, *see* OINTMENTS, page 25.
Tins, 2d., short ½ oz..... 12/- per gross
„ 4d., „ ¾ oz..... 20/- „
„ 6d., 1¼ oz..... 3/6 per doz.
Glass Jars, screw caps.
1 oz., 3/6 ; 2oz., 5/- per doz.

Zinc, Starch and Boric Dusting Powder.

2d. Boxes, 1 oz. size, 10/6 per gross.

ROUSE'S SPECIALTIES.

Rouse's Paste.

For making Toilet Emulsions.
Formulas and free labels for Glyc. and Cucumber; Embrocation; Milk of Roses; Canthar. Cream, etc.
See page 12.

Rouse's Packed Powders.

50 Printed Wrappers, full directions.
Cooling Teething; Pink; Fever.
Cooling Aperient; Grey; Brown.
Headache; Neuralgia; Worm; etc.
See pages 8, 16, 18, 23.

Rouse's Ointments.

Milled and Levigated.
The Standard Brand, Smooth, Uniform.
Our methods of milling ensure
Maximum activity.
See page 24.

Rouse's Carmine.

Finest colour; Chemically pure.
Formulas and free labels for Face Powder, Liquid Cochineal, Tooth Paste, Bloom of Roses, etc.
See page 5.

Rouse's Seidlitz Powders.

Largest selection in the trade.
B.P.; Extra Strong; Double; Flavoured.
Carefully weighed by hand.
Best materials, best packing.
See page 34.

Rouse's Concentrations.

For conveniently making
Eau de Cologne, Bay Rum, Lavender Water, Toilet Vinegar, Eau Dentifrice, etc.
See pages 3, 10, 12, 19, 43.

Rouse's Specialties can be obtained through Patent Medicine houses, who stock many of them.